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## PALO ALTO NURSERY

presents

## FUCHSIAS FOR 1940

In this folder we have briefly described 85 new introductions and good standard varieties. However, besides those listed we grow more than 100 other species and varieties. Many of these are just as fine as those described, others are well worth cultivating because of some special feature such as distinct color, type of flower or foliage, or habit of growth.

At our nursery we maintain a trial garden for fuchsias, the plants are grown out-of-doors under average garden conditions (lath protection from prevailing wind.) Here we grow at least one each of the many varieties we propagate and all fuchsia fans have here an opportunity to compare the varieties as grown under identical conditions.

You are cordially invited to visit our trial garden and nursery on any day of the year—we are open on Saturdays and Sundays. The main season for fuchsia flowers is from about April to the end of October.

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**PRICES**—Almost all of our fuchsias are priced at 25c each for strong plants in 2½ inch pots and 35c each for well grown plants in 4 inch pots. The few 1940 Novelties and other higher priced ones are so marked in the folder. Specimen plants in larger pots vary in price according to size and variety. In each group 12 plants for the price of 10.

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**SHIPPING**—We have successfully shipped to many customers, as far as the Atlantic Coast states. We suggest the 2½ inch pot size for shipping as that enables you to order more varieties per given weight over the 4 inch pot size. Shipping charges are to be paid by the purchaser. There is no charge for packing material, but on orders of less than \$2.50, please add 10% for handling charge. California orders please add 3% sales tax.

## 1940 INTRODUCTIONS

We are pleased to be able to introduce to the fuchsia world the following fine varieties from the garden of Mr. G. Niederholzer, famous as the originator of Sunset, Blue Moon, Pewee Rose and other fine fuchsias.

Shown in the Hall of Flowers on Treasure Island and at meetings of many garden clubs in the Bay region, the following five fuchsias are distinct from any now in the trade. Descriptions by Mr. Niederholzer.

**BLACK PRINCESS** (G. Niederholzer)—The very darkest purple, wide open single corolla; red sepals. Greatly admired at the Hall of Flowers.

**FIREFLY** (G. Niederholzer)—Distinct because of its almost luminous vivid red color, calix and corolla of the same tone. Most prolific bloomer, great flower clusters on a strong plant.

**NEW FASCINATION** (G. Niederholzer)—Superior to the old one; much larger, more brilliant rose pink flowers; very floriferous. A strong plant with stiff branches and fine foliage.

**PRINCESITA** (G. Niederholzer) — An excellent basket variety with white tube and long, gracefully curved sepals, deep rose corolla. A flower of exquisite shape and abundant bloom.

**PINK BALLOON** (G. Niederholzer)—So named for its big pink balloon shaped buds. A very large flower with fluffy white corolla. In spite of the size, the flowers are produced very freely.

Plants of these five new fuchsias at \$1.00 each in 4 inch pots or \$4.50 for the set. Strong plants in 2½ inch pots, 75c each, five for \$3.35.

**SPECIAL NOTICE:** For those who admired and want a start of a few of the other novelties exhibited by Mr. Niederholzer, we will be able to supply a very limited number of plants at 75c each, 4 inch pots; 50c each in 2½ inch pots.

**MRS. VICTOR REITER** (Reiter, Sr.)—Corolla pure crimson, fading to white at extreme base, long tube and sepals creamy white, occasionally tinted pale rose. Considered the most perfect of the many red and white bicolors. Weeping habit. Highly recommended.

**ROSE PILLAR** (Reiter, Jr.)—Single corolla neyron rose edged geranium lake, recurved sepals neyron rose tipped green. An entirely new color among the selfs. Vigorous grower.

**DR. JOHN GALLWEY** (Reiter, Sr.)—Double corolla white, veined at base with rose madder, sepals red. Exceptionally large flower.

Please see American Fuchsia Society Bulletin No. 22, November, 1939, for detail description of above three novelties.

Plants of these three new Fuchsias at \$1.00 each.

## 1939 INTRODUCTIONS and other selected varieties

We had all of these varieties on trial in our garden last year and some of them since 1937. A few are comparatively new; others are old-time varieties in number of years, but still the best of their type. Each one deserves a place in your garden.

**ABBEY FARGES**—Double corolla silvery lilac, sepals deep pink; upright grower and very free flowering. Flowers of medium size.

**ANTIGONE**—Single corolla pink, flushed glowing orange; tube and sepals white. Strong grower, luxurious foliage. Very attractive coloring. 2½ inch pots, 35c; 4 inch pots, 50c.

**BLUE MOON** (G. Niederholzer)—Semi-double corolla nearest to true blue, sepals and tube bright red. Well shaped corolla, long sepals.

**BRENTWOOD** (E. & R.)—Double corolla snowy white, sepals and tube white. Plants are of low growth, compact and bushy, ideal for pot culture. Needs more shade than most varieties. The world's first all white double fuchsia. 2½ inch pots, 35c; 4 inch pots, 50c.

**CALIFORNIA** (E. & R.)—Single corolla orange, sepals coral pink. It is one of the very few strong growing orange fuchsias. Try this one as a standard or tree shape plant.

**CLAIRE DE LUNE**—Single corolla very short, salmon orange; sepals and long tube orange pink. Strong grower with large, broad leaves.

**CLARET CUP** (Dr. Lagen)—Single corolla rose claret, recurved sepals pale carmine. Many consider Claret Cup the best one of the Cascade sisters. 2½ inch pots, 35c; 4 inch pots, 50c.

**COUNTESS OF ABERDEEN**—Single corolla white, sepals waxy white if grown in quite a shady place, in a sunny location sepals are more pink. Low, compact plants, deep green foliage. One of the most admired. 2½ inch pots, 35c.

**ERECTA NOVELTY**—Single corolla light pink to rose, sepals white. Great novelty because the flowers are held erect. 2½ inch pots, 35c.

**FORMOSISSIMA**—Single corolla soft rose pink, tube and sepals creamy white. Very fine.

**G. MONK**—Double corolla light blue, sepals rose. Flowers of distinct type with reflexed sepals and irregular placed petals. Dwarf and compact.

**GYPSY QUEEN**—Double corolla rosy mauve, sepals deep red. An excellent fuchsia with enormous flowers. One of the best and largest.

**HARLEQUIN (Hazard)**—Corolla deep violet striped with rose red; sepals long and slender, curled and twisted, rose red. Form of flower quite distinctive. Recommended. 2½ inch pots, 35c.

**HAUTE MONDE (Hazard)**—Single corolla tyrian rose, sepals white flushed rose. Well worth a trial in your garden. 2½ inch pots, 35c.

**HENRY POINCARÉ**—Single corolla violet blue, sepals red. Beautiful bell-shaped flower.

**JUPITER (syn. Dancing Girl)**—Single corolla violet purple, sepals red. Spreading petals.

**LORD BYRON**—Single corolla deepest purple, sepals scarlet. One of the very best.

**MME. J. FEUILLET**—Corolla white, heavily flushed pink, sepals deep pink. Recommended.

**MRS. DESMOND (Mrs. Desmond)**—Double corolla deep "smoky" lilac, also described as light amparo purple; sepals rose red. Free flowering. A sensation in the Hall of Flowers during 1939. Without doubt one of the finest of fuchsias.

**MRS. RUNDLE**—Single short corolla bright orange, very long tube and long pointed sepals pale salmon. Outstanding in the orange group.

**MRS. GIDEON BROWN**—Double corolla violet purple, sepals scarlet. Very large and of fine form.

**MU-LAN (Hazard)**—Corolla white, veined pink at base, sepals pink. Reflexed sepals, petals serrated. Free flowering. Highly recommended. 2½ inch pots, 35c; 4 inch pots, 50c.



- OTTO**—Single to semi-double corolla blue purple, broad sepals crimson scarlet. Large flower, very floriferous. Should be in every garden.
- PATTY EVANS (E. & R.)**—Double corolla pure white, sepals waxy white tinted soft rose. Flowers of good substance and form; vigorous and blooms freely. The best in this group. Replaces Rolla.
- PERKY (Hazard)**—Single corolla pink, sepals white tipped pink. Medium size flower freely produced. Try this one, it's different. 2½ inch pots, 35c; 4 inch pots, 50c.
- PEWEE ROSE (G. Niederholzer)**—Single corolla and sepals a self intense light rose. *Macrostemma* hybrid, long willowy branches and an abundance of beautiful medium small flowers.
- PRIDE OF EXETER**—Semi-double, long corolla of rose, suffused and streaked with orange at base of petals. Long, large sepals light rose. Well shaped, very large flowers in great abundance.
- ROBERT BLATRY**—Corolla white shaded rose, long tube, pointed sepals white. A superb fuchsia.
- ROSE OF DENMARK**—Single corolla soft lustrous rose pink, tube and sepals soft pink. Very beautiful and a great favorite.
- ROYAL PURPLE**—Semi - double corolla intense velvety purple, tube and sepals bright scarlet. The richest colored of all the double fuchsias.
- SESSIONS ROSE PHENOMENAL (Introduced by Hazard)**—Double fluffy corolla lavender mauve, outside petals heavily flushed and streaked rose pink and flesh. Sepals reflexed, curled, rose red. Light yellowish green foliage. Without doubt a remarkable flower. 2½ inch pots, 35c; 4 inch pots, 50c.
- STARLIGHT**—Single corolla deep rose, sepals and tube white. Blooms freely. Recommended.
- SUNSET (G. Niederholzer)**—Single wide open corolla of brightest sunset colors; tube and sepals pale pink. Fine grower, stiff branches, foliage excellent, very floriferous. One of the most distinct novelties in years, one you must grow.
- SURPRISE (G. Niederholzer)**—Corolla lavender blue, sepals deep pink. Tall growing and very free flowering. We can recommend this one highly. 2½ inch pots, 35c; 4 inch pots, 50c each.
- TREASURE ISLAND (Reiter, Sr.)**—Corolla pale neyron rose, reflexed sepals neyron rose tipped green. First of the "pastel" colored fuchsias. Should be in all collections. 2½ inch pots, 35c.

## WE FEATURE TRAILING FUCHSIAS

The great popularity of fuchsias for hanging pots, hanging baskets, window boxes, etc., is well deserved. In a shaded location few plants give more color over a long period of bloom than fuchsias. Try a few this season. Our selection of varieties is second to none.

**AUTUMNALE**—See **METEOR**, below.

**BALKON**—Rose and shell pink. One of the best.

**CASCADE** (Dr. Lagen)—Most popular trailing variety. Almost white sepals and single carmine corolla.

**EVELYN LITTLE**—Rose pink flushed lavender, sepals deep pink. Semi-trailer.

**FIREFALL** (Reiter, Jr.)—Long tube and sepals carmine, corolla fuchsia red. This is the great novelty trailer of 1939. 2½ inch pots, 35c.

**GIANT CASCADE** (Dr. Lagen)—More colorful and larger than Cascade. Many consider it superior.

**HALLOWE'EN** (Dr. Lagen)—Single corolla deep rose, sepals white flushed pink. Very fine.

**MARINKA** (Red Cup)—Almost a self crimson scarlet. Dark stems and foliage. In a class by itself.

**METEOR** (Autumnale)—Prized for its highly colored foliage. Scarlet and purple flowers. Distinct.

**MME. FORTE**—Long tube and sepals waxy white flushed pink, corolla salmon cerise. Recommended.

**MORNING MIST**—Orange, brick red and salmon.

**MRS. VICTOR REITER**—See 1940 Introductions.

**MURIEL**—Large single corolla rosy lilac, sepals scarlet. Outstanding trailer.

**NONPAREIL** (Pink Ballet Girl)—Semi-double corolla rosy blue-violet, sepals white flushed pink. Very free flowering and showy.

**PINK BALLET GIRL**—See **NONPAREIL**, above.

**PRINCESITA**—See under 1940 Introductions.

**PROCUMBENS**—Graceful; small leaves and flowers.

**TRAILING QUEEN**—Fuchsia red, sepals scarlet.

## OTHER FUCHSIAS FOR BASKETS

Any garden fuchsia with weeping branches can be used to advantage for hanging baskets. We have successfully grown following varieties:

**ANNIE EARLE**—Orange pink; sepals white fl. pink.

**AURORA SUPERBA**—Single corolla deep orange peach, sepals and tube orange pink. Very fine.



**BEAUTY OF SWANLEY** (Villa Hebe)—Single corolla soft rose pink, long sepals white tinted pink.  
**BEAUTY OF TROWBRIDGE**—Single corolla deep pink, sepals and tube white. Profuse bloomer.  
**CLARET CUP**—Described on a previous page.  
**ELSA**—Double corolla rosy blue-purple, sepals white flushed pink. Very free flowering.  
**FORMOSISSIMA**—Described on a previous page.  
**MRS. RUNDLE**—Described on a previous page.  
**OLYMPIA**—Single corolla carmine scarlet, sepals pale rose. Very colorful flower.  
**PASTEUR**—Double corolla silvery white, reflexed sepals deep pink. Popular double white trailer.  
**PEWEE ROSE**—Described on a previous page.  
**PRIDE OF EXETER**—Described on a previous page.  
**PRINCE OF ORANGE**—Single corolla orange vermillion, sepals and tube salmon pink. 2½" pots, 35c.  
**THE DOCTOR**—Single corolla deep rose pink, sepals salmon pink. This is a superb trailer.  
**TREASURE ISLAND**—Described previous page.

## OUR SPECIALTY: POT PLANT FUCHSIAS

Because of their low, compact habit of growth, or free flowering habit, the following are well suited for pot culture:

**ALICE HOFFMAN**—Single white corolla, rose pink sepals. Masses of medium sized flowers.  
**BERLINER KIND**—Double white corolla, carmine at base, sepals clear deep pink.  
**BRUTUS**—Single dark purple and scarlet.  
**CORALLE**—Clusters of orange salmon flowers.  
**CUPID**—Single blue purple, sepals deep rose.  
**DAINTY LADY**—Semi-double corolla white, veined carmine, sepals deep red. Excellent pot plant.  
**DISPLAY**—Single deep pink, sepals pink, a self.  
**EARL OF BEACONSFIELD**—Short vermillion corolla; very long tube, sepals light carmine. 2½", 35c.  
**FASCINATION**—Double soft rose; deep pink sep.  
**JULIUS**—Single rosy lavender, sepals red.  
**LEO DELIBES**—Single violet purple, sepals soft pink. Large flower, very free flowering.  
**LITTLE BEAUTY**—Single lavender blue, sepals deep pink. A real little beauty.

**LUSTRE IMPROVED**—Orange red; white sepals.  
**MARY**—Clusters of long crimson scarlet flowers.  
**PRIDE OF ORION**—Double white, sepals scarlet.  
**REFLEXUS**—Tiny flowers, small leaves.  
**SUNRAY**—Foliage variegated white and green.  
**SUZANNE PASQUIER**—Double pure white, sepals scarlet. Exceptionally large flowers.  
**T. BONSTEDT**—Clusters of flesh pink flowers.  
**VENUS VICTRIX**—Beautiful small flowers and small leaves. A real gem. 2½-inch pots 35 cents.  
**BRENTWOOD, COUNTESS OF ABERDEEN, ERECTA NOVELTY, G. MONK, LORD BYRON, MU-LAN, OTTO, PATTY EVANS, PERKY, ROBERT BLATRY, ROSE OF DENMARK, ROYAL PURPLE and STARLIGHT**, all very fine pot plant fuchsias, described on a previous page.

In closing about fuchsias, may we suggest: You can keep up with the latest in the fuchsia world, receive valuable bulletins and enjoy meeting other fuchsia lovers, all by joining the

## AMERICAN FUCHSIA SOCIETY

Academy of Sciences

Golden Gate Park      San Francisco, California  
 Annual membership \$1.00. You are invited to join

## LOCATION OF NURSERY

The nursery is at 308 Chestnut Avenue, within the southern city limits of Palo Alto (formerly Mayfield).

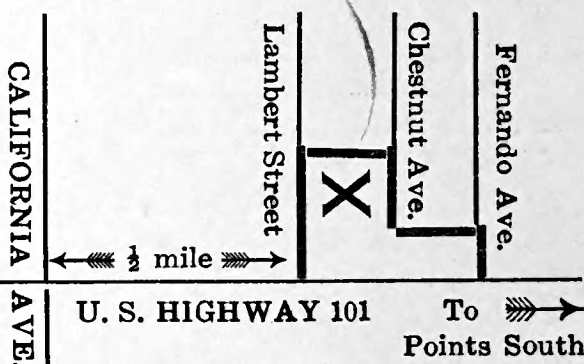
Phone P. A. 5892

1½ miles south of  
Stanford Stadium

2 blocks off U. S.  
Highway 101.

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STADIUM



# PALO ALTO NURSERY

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